

## Assignment 3

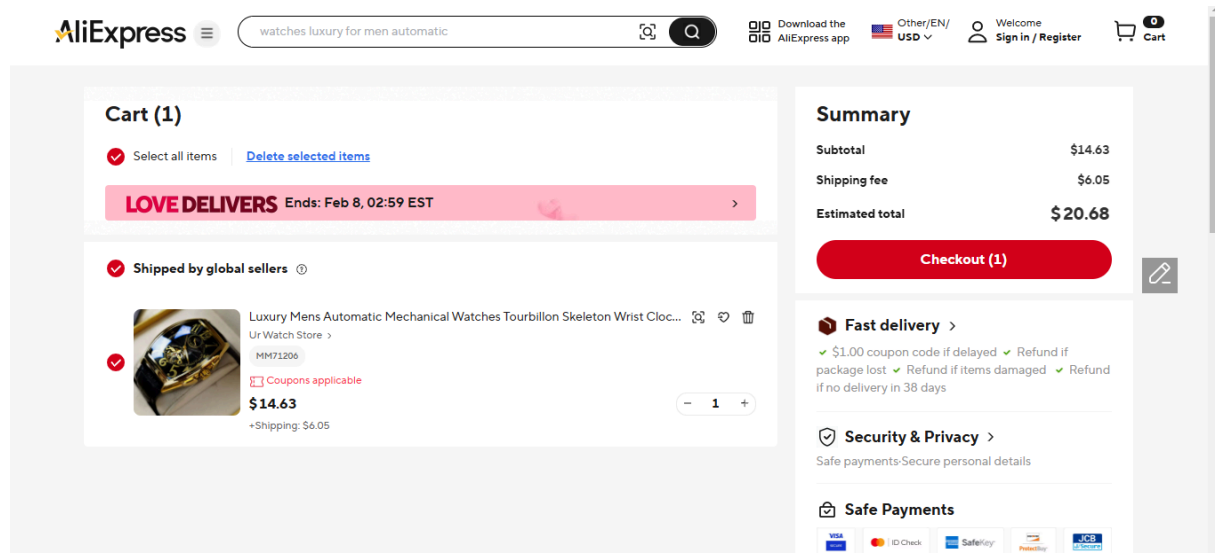
# AliExpress: Enhancing Checkout Experience

AliExpress, as a multi-seller marketplace, faces unique checkout challenges due to its complex pricing structure, inconsistent user experience, and lack of transparency in key areas like shipping estimates and seller trust ratings. This redesign focuses on eliminating friction in the shopping cart experience, making it more intuitive, visually cleaner, and highly user-friendly. The goal is to increase conversion rates and improve overall customer satisfaction by solving eight key UX issues within the AliExpress shopping cart.

## 1. UI with Distractions

### The Problem-

AliExpress's cart is filled with distractions—flashy banners, excessive seller details, advertisements, and too many promotional messages. Instead of guiding the user toward checkout, the clutter makes it hard to focus on completing the purchase.



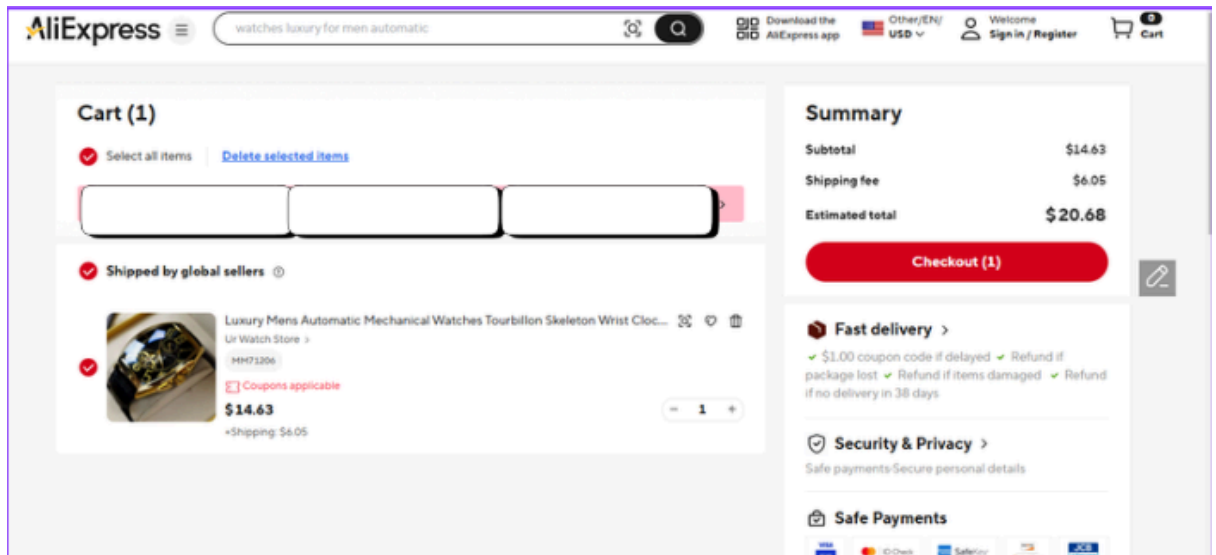
### The Fix -

The redesigned cart keeps things clean and simple by showing only the essentials:

- Product image, name, price, quantity selector, shipping details, and checkout options
- No unnecessary banners or pop-ups

- A structured, minimalistic design that helps users focus on checking out instead of getting sidetracked

By cutting out distractions, users will have a smoother shopping experience and get to checkout faster, with fewer frustrations.

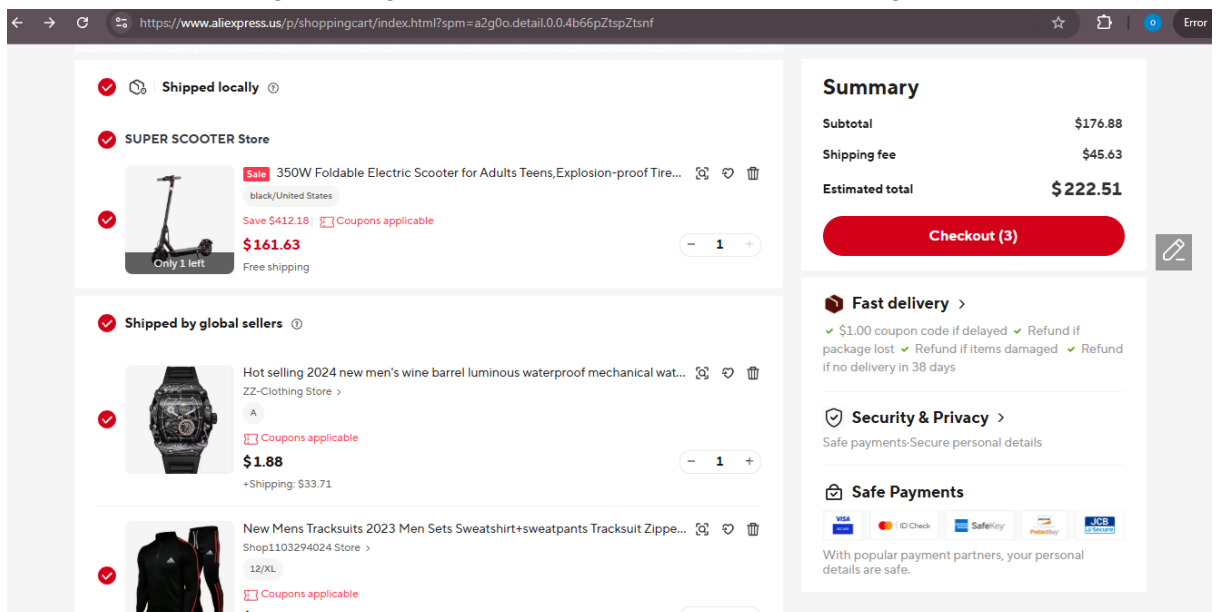


**Key Enhancement:** Removed the “LOVE DELIVERS” promotion to declutter the UI.

## 2. No Estimated Delivery Date in Cart

### The Problem-

Currently, AliExpress doesn't show delivery estimates in the cart. If you want to check when your order will arrive, you have to go back to the product page—an extra step that can be frustrating and might even stop someone from completing their order.

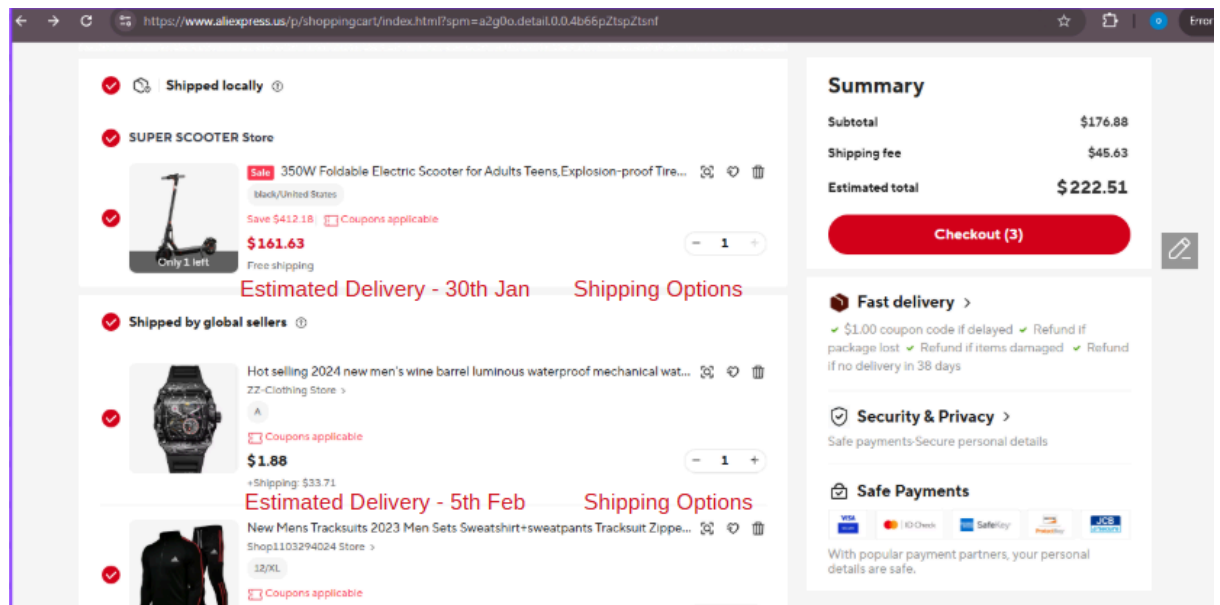


## The Fix -

The redesign adds real-time estimated delivery dates right inside the cart, under each item.

- If multiple shipping options are available, users can switch between them directly from the cart to see how the delivery time changes.
- A small info icon explains how shipping estimates are calculated, adding more transparency.

This small change removes unnecessary friction and ensures customers feel confident that their order will arrive when they need it.

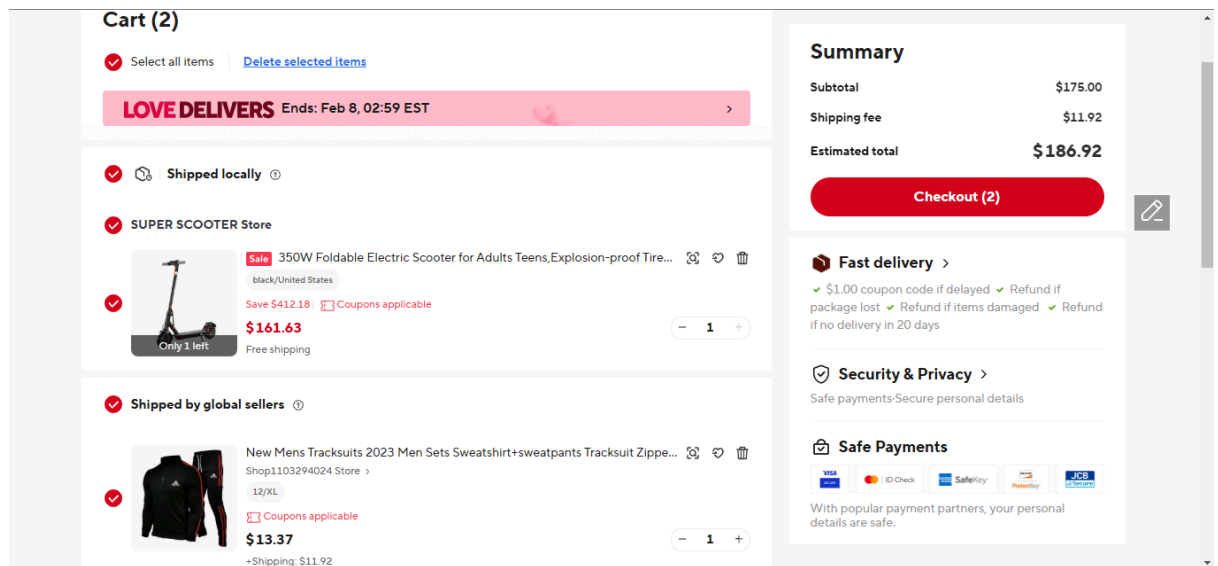


**Key Enhancement:** Added Estimated Delivery Date & Shipping Options button to the cart.

### 3. Real-Time Inventory Status in Cart

#### The Problem-

Have you ever gone to checkout, only to find that one of your items sold out while you were shopping? AliExpress doesn't currently show live inventory updates, meaning users don't realize an item is running low until it's too late.

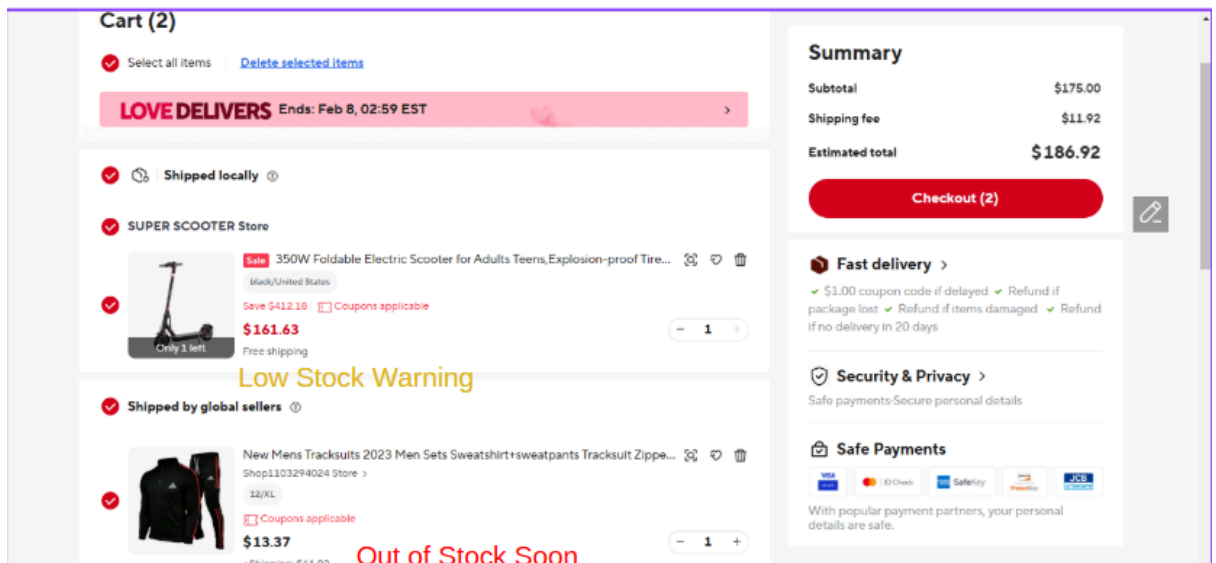


#### The Fix -

To prevent frustration, the redesigned cart includes real-time stock indicators:

- Green = In stock
- Yellow = Low stock warning (less than 10 units left)
- Red = Almost sold out

If an item's stock status changes while it's in the cart, a small pop-up notification alerts the user in real-time. This ensures that users can make faster decisions and don't get disappointed at checkout.

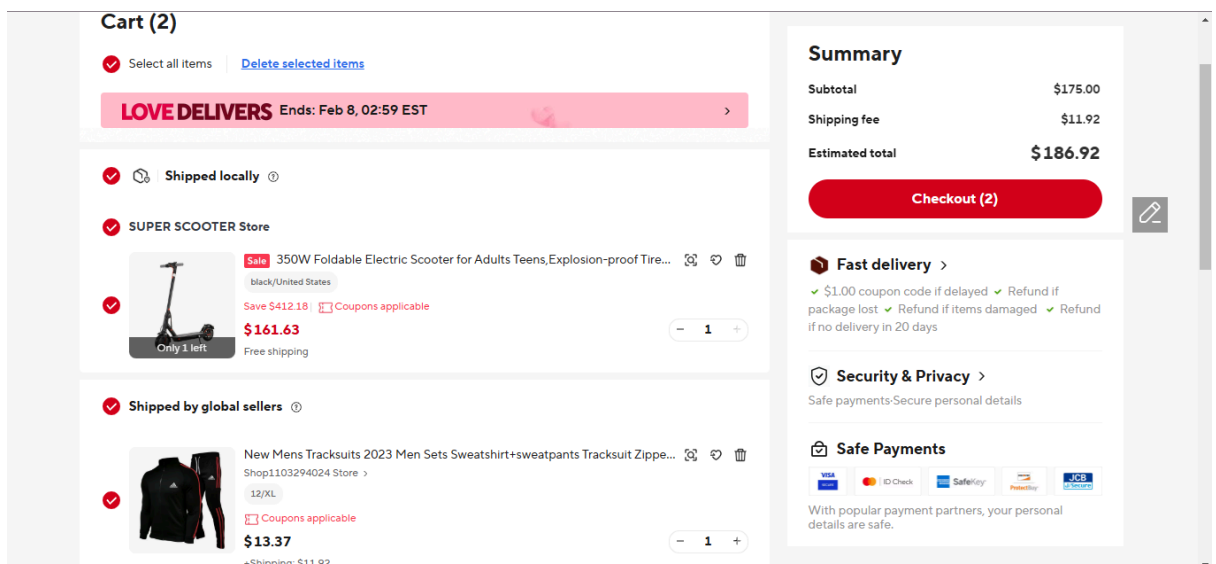


**Key Enhancement:** Introduced a live stock status indicator with color coding.

#### 4. Dark Mode option

##### The Problem-

Many users shop at night or in low-light environments, but AliExpress doesn't offer a dark mode option. The bright white background can be harsh on the eyes, making the experience uncomfortable for users who prefer darker interfaces.

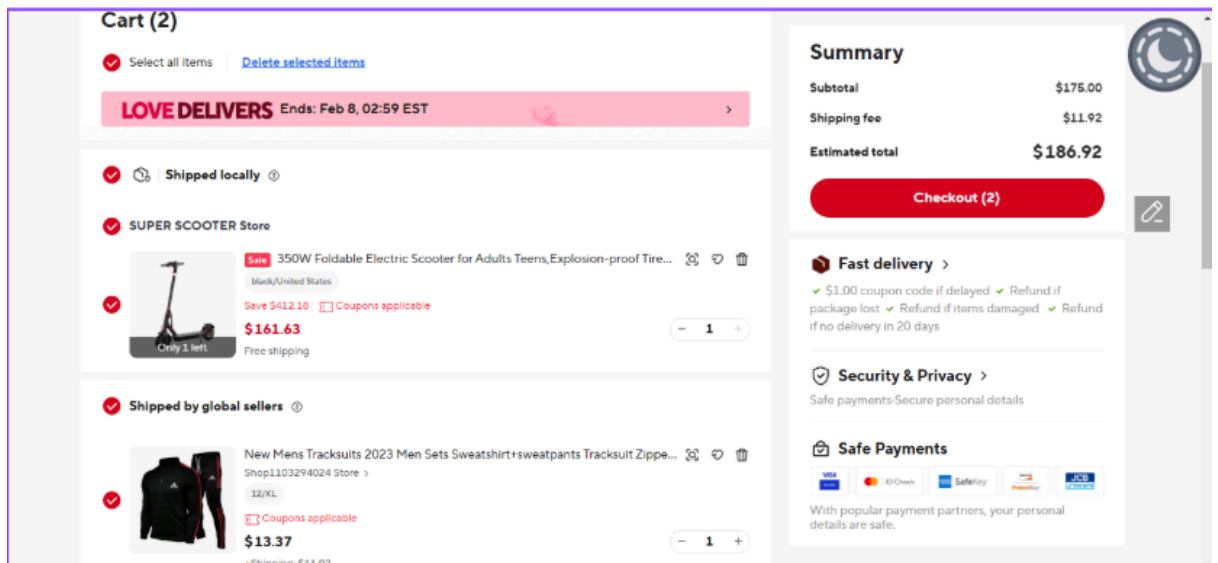


##### The Fix -

A simple Dark Mode toggle allows users to switch between Light and Dark themes.

- The cart design automatically adjusts based on device settings.
- Contrast and readability remain optimized, so important elements (like the checkout button and product details) stand out.

By adding Dark Mode, AliExpress makes shopping more accessible and comfortable, especially for night-time shoppers and users with light sensitivity.

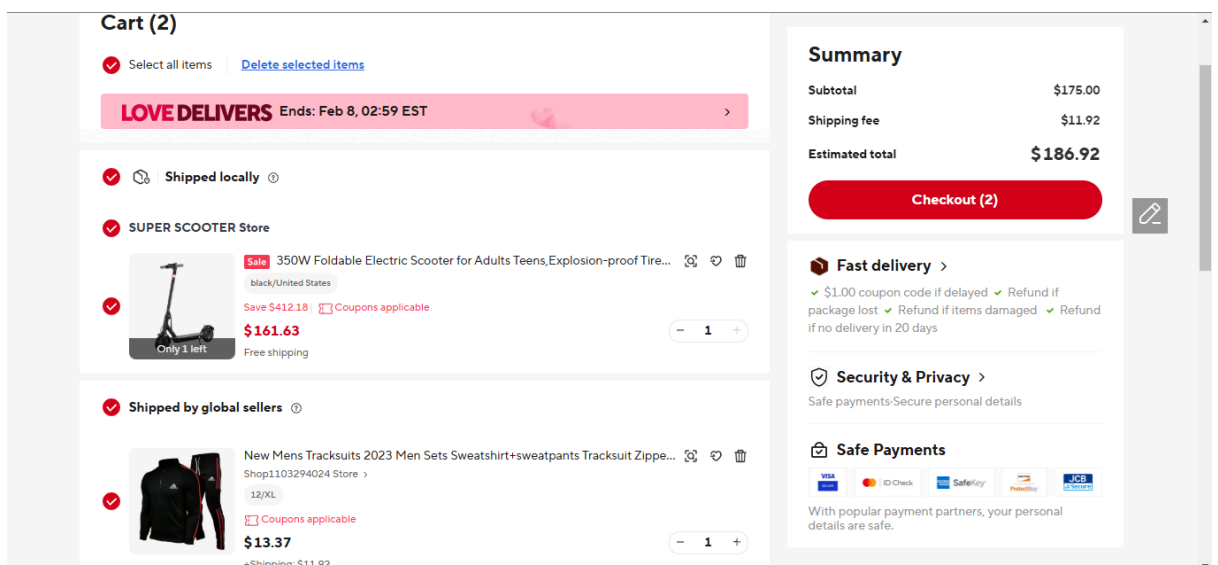


**Key Enhancement:** Added a Dark Mode toggle button in the top-right corner.

## 5. Social Shopping and Sharing Feature

### The Problem-

Sometimes, shopping is a group activity—you might want to share your cart with a friend for feedback, split a purchase with someone, or ask a family member's opinion before checking out. But AliExpress doesn't provide an easy way to share your cart.

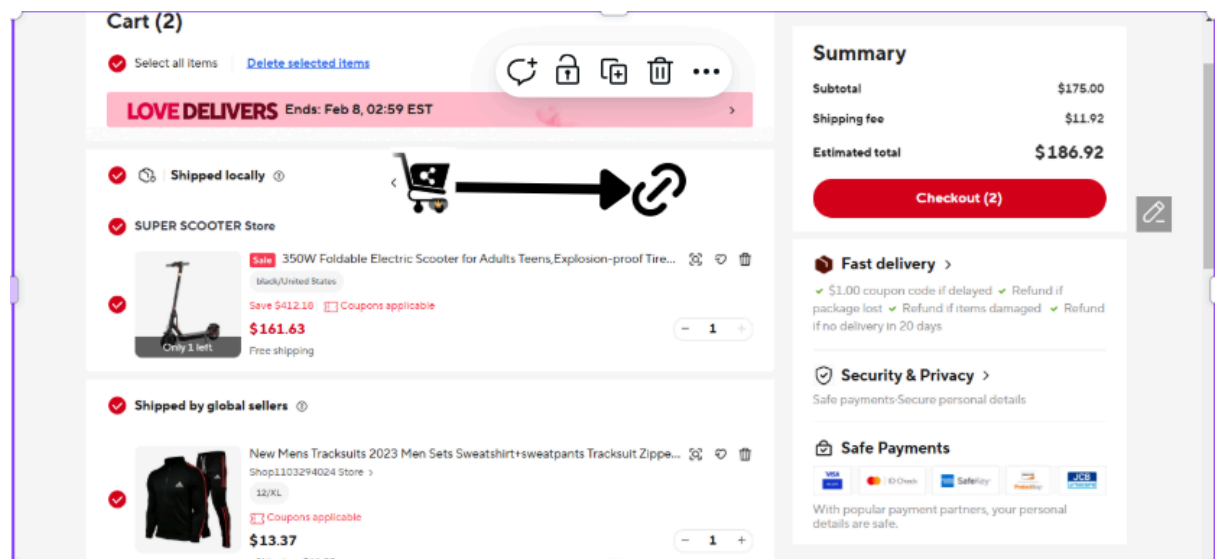


## The Fix -

The redesigned cart includes a "Share My Cart" button, which allows users to:

- Generate a shareable link to send via WhatsApp, Messenger, or social media.
- Share their cart with family or friends to review and approve before making a purchase.
- Use a "Group Pay" option, where multiple people can contribute toward a shared purchase (perfect for gift buying or bulk orders).

This feature makes shopping more interactive and social, keeping people engaged while making collaborative purchasing easier.

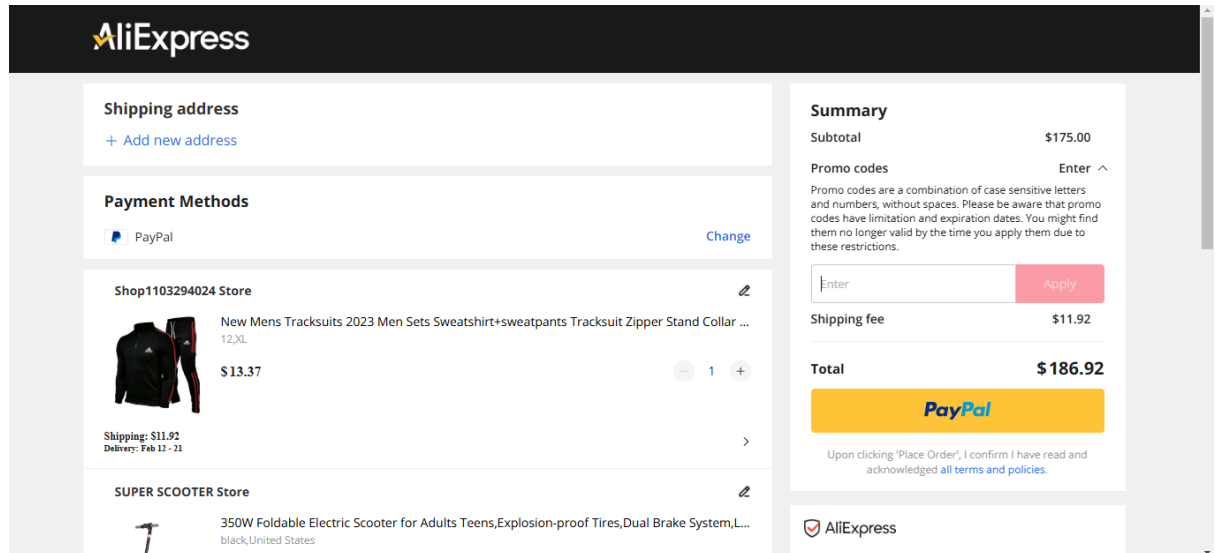


**Key Enhancement:** Added a "Share My Cart" button with a simple copy link functionality.

## 6. One-Tap Discount Code Application

### The Problem-

One of the biggest pain points when shopping online is finding and applying discount codes. AliExpress requires users to manually enter promo codes, often leaving shoppers frustrated when codes don't work.



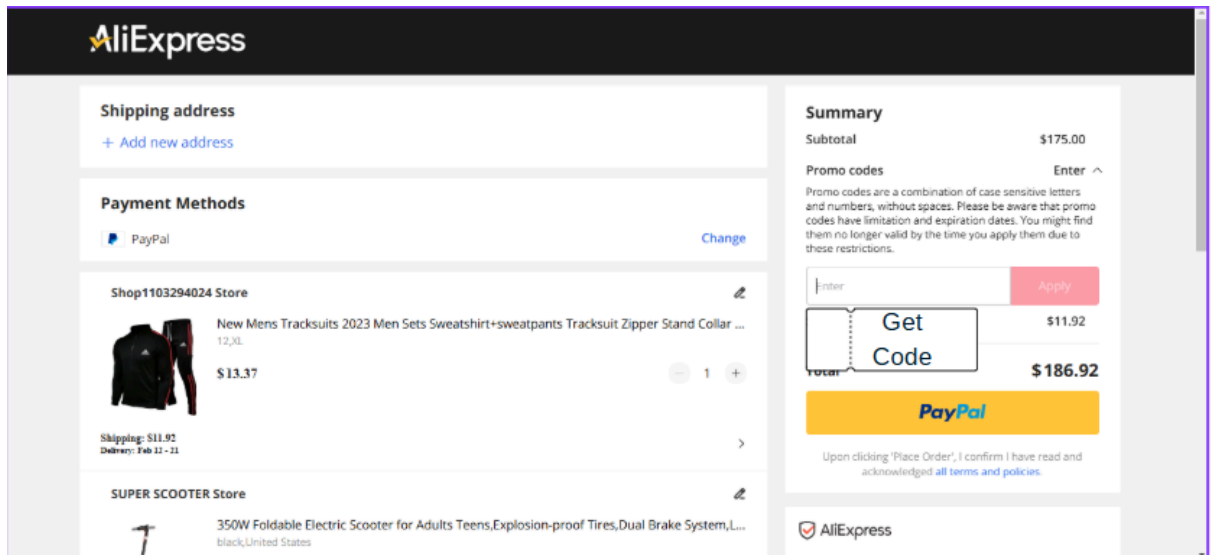
### The Fix -

The redesign introduces a "One-Tap Apply Coupon" feature, which:

- Automatically finds the best available discount and applies it at checkout.
- Shows a dropdown menu of valid promo codes, ranked by the biggest savings.
- Displays a confirmation pop-up so users know how much they saved.

This feature eliminates the hassle of searching for coupons, making shopping faster, smoother, and more rewarding.



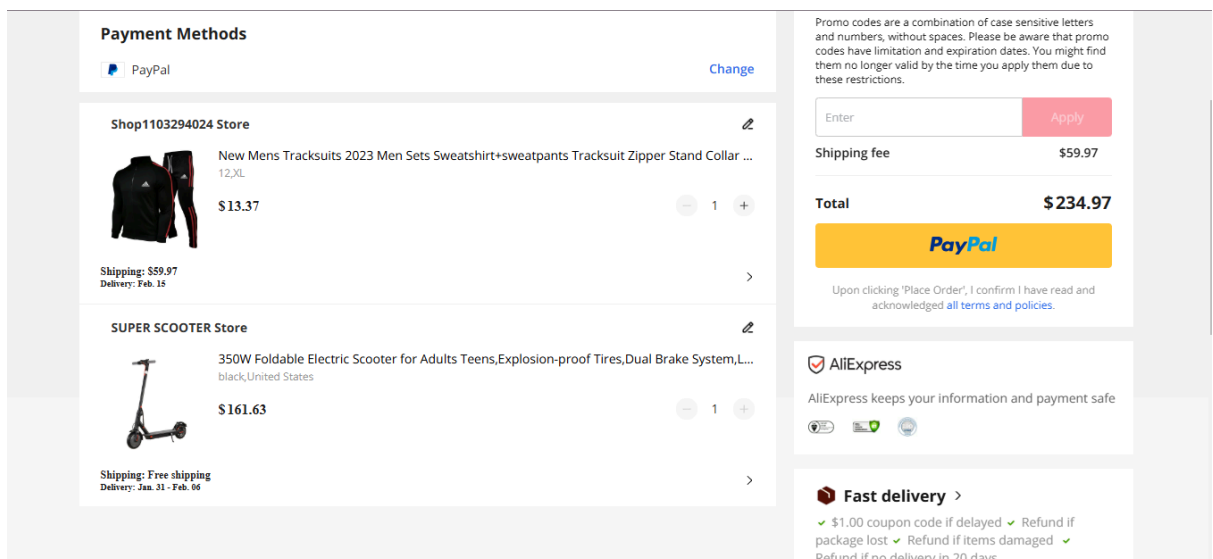


**Key Enhancement:** Added a “Get Code” button that fetches the best available discount automatically.

## 7. Live Chat Support for Checkout Assistance

### The Problem-

Many users abandon their carts because they have unanswered questions—about shipping times, return policies, or product details. But AliExpress doesn’t offer real-time support within the cart. If a user has a doubt, they have to leave the checkout page to find answers, which increases the chance of cart abandonment.

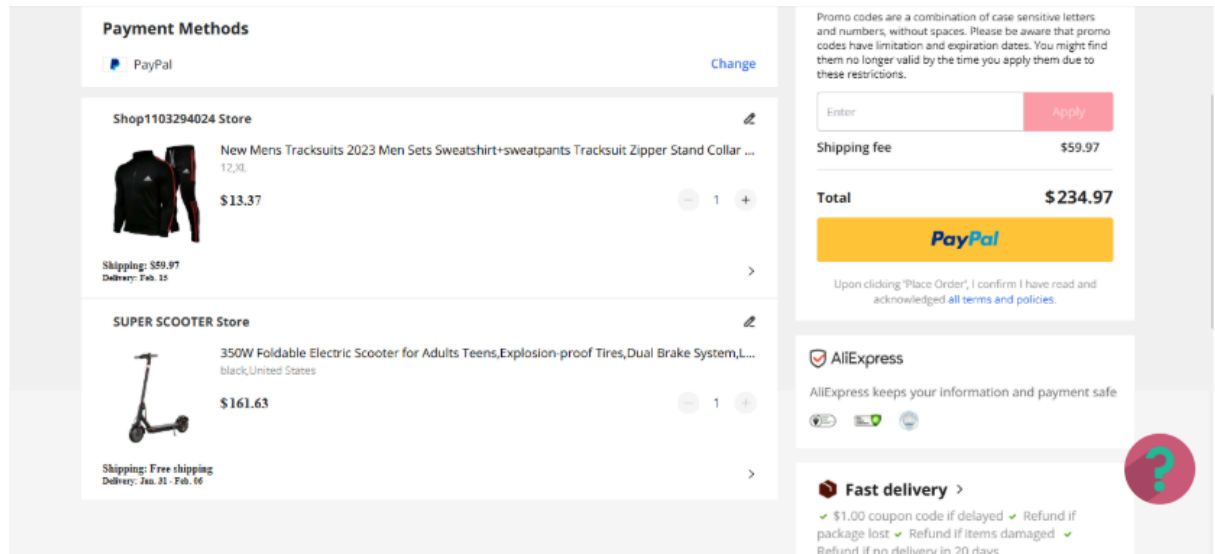


## The Fix -

A "Need Help?" live chat button is added inside the cart, offering:

- Instant AI-powered answers to common checkout questions.
- Live agent support for more complex queries.
- Shipping & return policy FAQs, so users don't have to leave the page.

By providing real-time assistance at the moment of purchase, this feature helps users feel more confident in their decision, reducing hesitation and increasing conversions.

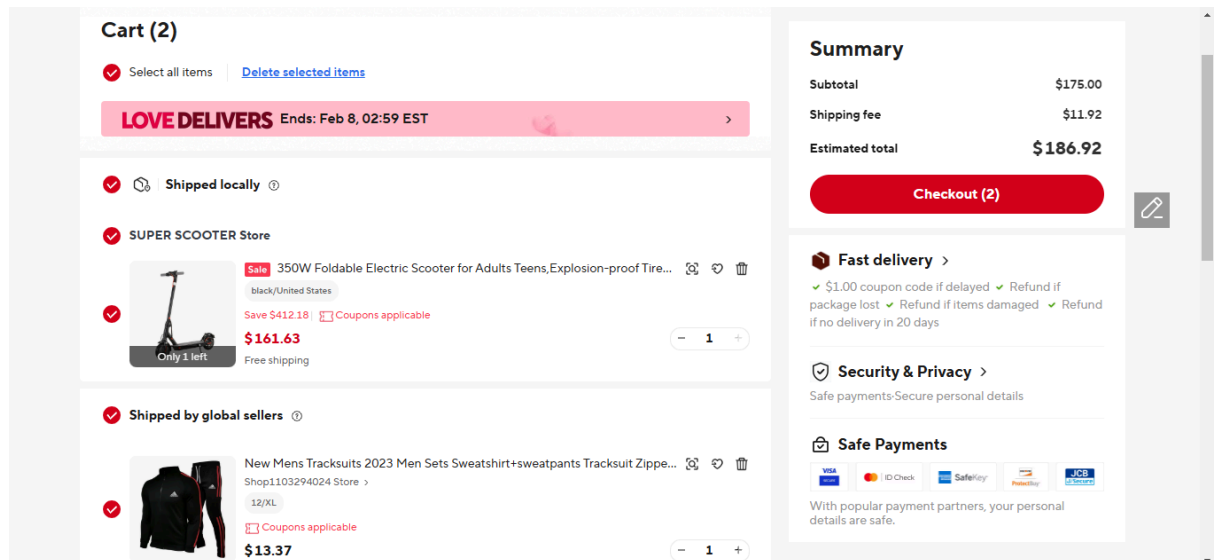


**Key Enhancement:** Added a "Get Help" button in the bottom-right corner of the cart.

## 8. Lack of Trust Signals (No Seller Ratings in Cart)

### The Problem-

Trust is everything in online shopping, but AliExpress doesn't display seller ratings or trust signals in the cart. This forces users to go back to the product page to check whether a seller is reliable, adding extra steps and uncertainty.

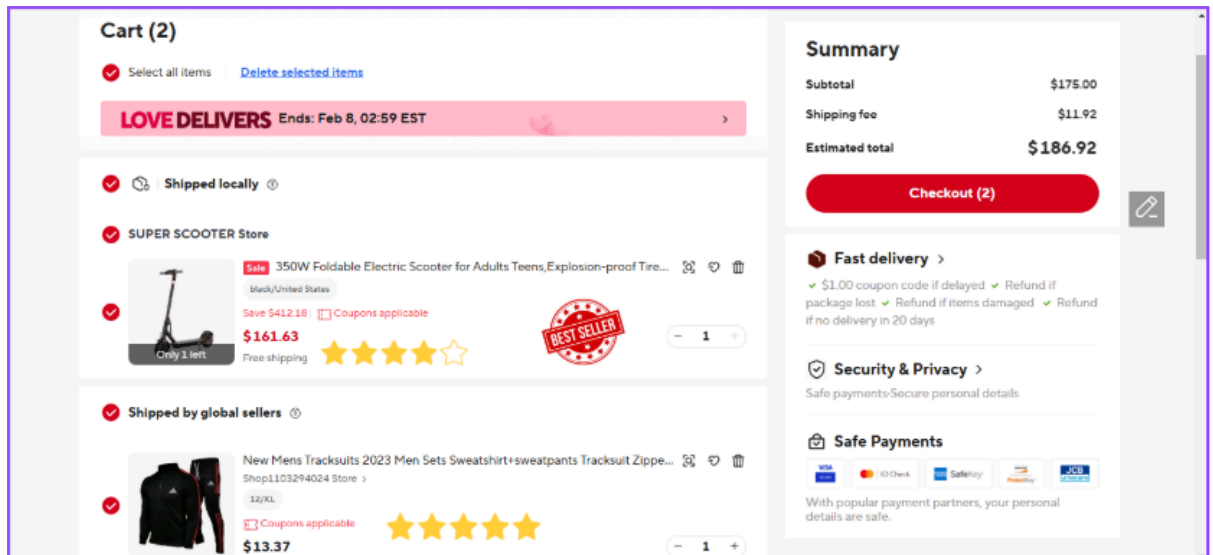


### The Fix -

The redesigned cart now displays seller ratings (e.g., 4.8/5) directly next to each item, along with:

- A "Trusted Seller" badge for highly rated merchants.
- A quick-access info icon showing customer reviews and return policies.

By making trust signals more visible, users can make more confident buying decisions without leaving the cart, leading to higher checkout rates and fewer abandoned orders.



**Key Enhancement:** Added seller ratings and a “Best Seller” badge in the cart.

### Conclusion -

These eight key improvements make AliExpress’s shopping cart simpler, more transparent, and highly user-friendly, leading to fewer abandoned carts and higher conversion rates.